

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	18 March 2020	Paper Number:	EDC 019/023
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Title of paper	Communications
Presented by	Mark Templeton, Head of Communications
Sub-committee	Not Applicable

Purpose of Paper and Executive Summary

To update the Board on our latest communications work and digital progress. This includes updates on our website, our social media activity and media coverage of the Garden City.

EDC business plan and KPIs	Communicating what we do and what is happening in the Garden City underpins our business plan and relates to every aspect of KPIs
Recommendation	FOR INFORMATION
Annexes	Annex A – Media Annex B – Social media and website
Delegation	Not Applicable
Financial impact	Not Applicable
Legal impact	Not Applicable
Stakeholder impact	Not Applicable
Sponsor impact	Not Applicable

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1. Introduction

1.1. An update on all communications activity during the last month including media coverage, social media analysis and how our website has performed.

2. Media

2.1 Media coverage last month centred around the planning committee approval for 221 homes in a scheme by Bellway for Croxton and Garry.

2.2 The item was covered extensively on radio and TV, making morning and lunch time bulletins on the BBC as well as on ITV and BBC Radio Kent as well as being used by local and trade press.

2.3 This month we also issued a press release on the 2000th house which was completed in Ebbsfleet Garden City.

2.4 It featured photographs of the resident who has moved in with her two sons and has followed her daughter here after she moved to Ebbsfleet Garden City a year ago.

2.5 In all, our media was seen by almost 7 million people in the last month and articles can be seen in **Annex A**.

3. Website

3.1 Our website was viewed by 4,814 people in February who looked at more than 17,000 pages.

3.2 The audience figures are the highest for any February where there is traditionally a downturn due to the half-term break.

3.3 The most popular page was our Springhead Bridge page which includes regular updates on the project including drone footage, followed by last month's Milton Place public consultation and then the contact us page.

3.4 Website figures can be seen in **Annex B**.

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4. Social media

4.1 Posts across our social media channels and others were seen by approximately 100,000 last month.

4.2 The most popular post included one for our Get Active app which gave details of a competition being run where users can win various prizes including a spa break and Ebbfleet United tickets over the next month.

5. Live Board streaming

5.1 Last month's live streaming of board was viewed by 819 individuals on dFacebook and our website.